IN THE CLAIMS:

Claims 1-26 (cancelled).

27. (currently amended)   A system for delivering a barcode comprising;

a mobile device;

a mobile device type identifier associated with said mobile device;

a message processor that generates message data comprising a coupon;

a database for storing the display capabilities and picture messaging protocols of mobile

devices;

a message optimizer that generates an optimized message responsive to said message data

and responsive to the stored display capabilities and picture messaging protocols corresponding

to said mobile device type identifier; and

a communication module that transmits said optimized message to said mobile device,

wherein said coupon comprises a barcode image; and said message optimizer ~~optimiser~~

generates said optimized ~~optimised~~ message by downgrading said message data responsive to

said stored display capabilities and picture messaging protocols.

28. (previously presented)   The system according to Claim 27, characterized in that

said capabilities comprise at least one device attribute associated with a mobile device type.

29. (previously presented)   The system according to Claim 28, characterized in that

said device attribute comprises a display dimension and a colour depth.

Claims 30 and 31 (cancelled).

32. (previously presented)   The system according to Claim 27, characterized in that said coupon comprises a barcode number, barcode symbology, a barcode image, and text content.

33. (currently amended)   The system according to Claim 27, characterized in that said optimized ~~optimized~~ message comprises multimedia content.

34. (previously presented)   The system according to Claim 33, characterized in that said multimedia content is selected from the group consisting of video, audio, a photograph and combinations thereof.

35. (previously presented)   The system according to Claim 27, characterized in that said message data further comprises said mobile device type identifier.

36. (previously presented)   The system according to Claim 27, characterized in that said system further comprises a barcode generator that generates barcodes.

37. (previously presented)   The system according Claim 36, characterized in that said generated barcodes are random barcodes.

38. (previously presented)   The system according to Claim 36, characterized in that said system further comprises a barcode encoder that encodes said generated barcodes.

39. (currently amended)   A method for delivering a message to a mobile device comprising the steps of:

generating message data comprising a coupon;

receiving a mobile device type identifier associated with said mobile device;

storing display capabilities and picture messaging protocols of mobile devices;

generating an optimized ~~optimized~~ message responsive to said message data and to the stored display capabilities and picture messaging protocols corresponding to said mobile device type identifier; and

transmitting said optimized ~~optimized~~ message to said mobile device,

wherein said coupon comprises a barcode image; and said step of generating an optimized ~~optimized~~ message comprises downgrading said message data responsive to said stored display capabilities and picture messaging protocols.

40. (previously presented)   The method according to Claim 39, characterized in that said capabilities comprise at least one device attribute associated with a mobile device type.

41. (previously presented)   The method according to Claim 39, characterized in that said device attribute comprises a display dimension and a colour depth.

Claims 42 and 43 (cancelled).

44. (previously presented)   The method according to Claim 39, characterized in that said coupon comprises a barcode number, barcode symbology, and a barcode image.

45. (currently amended)   The method according to Claim 39, characterized in that said <u>optimized</u> ~~optimized~~ message comprises multimedia content.

46. (previously presented)   The method according to Claim 45, characterized in that said multimedia content is selected from a group consisting of video, audio, a photograph and combinations thereof.

Claim 47 (cancelled).

48. (previously presented)   The method according to Claim 39, characterized in that said method further comprises the step of generating barcodes.

49. (previously presented)   The method according to Claim 48, characterized in that said generated barcodes are random barcodes.

50. (previously presented)   The method according to Claim 48, characterized in that said method further comprises the step of encoding said generated barcodes.

51. (currently amended)   A computer-readable medium whose contents cause a

system to perform a method comprising the steps of:

generating message data comprising a coupon;

receiving a mobile device type identifier associated with said mobile device;

storing display capabilities and picture messaging protocols of mobile devices;

generating an optimized ~~optimized~~ message responsive to said message data and to the

stored display capabilities and picture messaging protocols corresponding to said mobile device

type identifier; and

transmitting said optimized ~~optimized~~ message to said mobile device,

wherein said coupon comprises a barcode image; and said step of generating an optimsed

message comprises downgrading said message data responsive to said stored display capabilities

and picture messaging protocols.

52. (previously presented) The system according to Claim 27, wherein

said message processor starts automatically in response to delivery of message content

comprising a barcode number and a barcode symbology; and

said message processor comprises a barcode encoder that dynamically generates said

barcode image from said barcode number and said barcode symbology.

53. (currently amended) The system according to Claim 27, wherein

said communication module comprises a plurality of gateways for transmitting said

optimized ~~optimized~~ message to a network; and

said communication module comprises a router for selecting at least one of said plurality

of gateways for message transmission, said selecting being based on rules.

54. (previously presented) The method according to Claim 39, wherein:

said step of generating message data starts automatically in response to delivery of

message content comprising a barcode number and a barcode symbology; and

said step of generating message data further comprises dynamically generating said

barcode image from said barcode number and said barcode symbology.

55. (currently amended) The method according to Claim 39, wherein the method further

comprises the step of selecting at least one of a plurality of gateways for transmitting said

optimized ~~optimized~~ message to a network, said selecting being based on rules.